

18P358

Name.....

Reg. No.....

THIRD SEMESTER M.Com. DEGREE EXAMINATION, NOVEMBER 2019

(Regular/Supplementary/Improvement)

(CUCSS-PG)

CC15P MC3 C13 - RESEARCH METHODOLOGY

(2015 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part - A

Answer *all* questions. Each question carries 1 weightage.

1. What do you mean by applied research?
2. What is descriptive research design?
3. Define Sampling error.
4. What do you mean by scaling?
5. What is a research problem?
6. What is normality of distribution?

(6 x 1 = 6 Weightage)

Part - B

Answer any *six* questions. Each question carries 3 weightage.

7. Explain the types of research design.
8. List out the factors influencing sample size.
9. Develop an ordinal scale for consumer preferences for different brands of mobile phone.
10. Explain the methods for primary data collection.
11. Discuss the components of theoretical frame work.
12. Explain the important multivariate techniques.
13. Describe the process followed in hypothesis testing.
14. Explain the contents of executive summary.

(6 x 3 = 18 Weightage)

Part - C

Answer any *two* questions. Each question carries 6 weightage.

15. Explain the process of research.
16. What do you mean by report writing? Explain the contents of a research report.
17. What are the essentials of a good questionnaire? Draft a suitable questionnaire to know the buying habits of rural people.

(2 x 6 =12 Weightage)
